



November 2011 –Quarterly Newsletter 5 Counties for Tobacco-Free Living

Fond du Lac
Green Lake
Marquette
Washington
& Waushara Counties

Our mission is creating nicotine and tobacco-free environments in which we live, work, and play while promoting healthy lifestyles through education, advocacy, and policy.

Great American Smokeout Ready, Set, Quit

The American Cancer Society is marking the 36th annual Great American Smokeout on **Thursday, November 17** by encouraging smokers to use the date to make a plan to quit, or to plan in advance and quit smoking that day.

Quit Resources:

Wisconsin Quit Line is currently offering a 2 week Free supply of NRT's (nicotine replacement therapies) www.WiQuitLine.org
1-800-Quit-Now

American Cancer Society has quit information as well as a "Quit for Life" Facebook page that offers on-line support. www.cancer.org

Nicotine Anonymous-
A 12 Step Program offering support to those who want to quit smoking and stop other forms of tobacco and nicotine addiction. www.nicotine-anonymous.org

Affinity "Call it Quits" program 1-800-362-9900.

Secondhand Smoke

According to the Surgeon General's 2007 report *The Health Consequences of Involuntary Exposure to Tobacco Smoke*, Children aged 3-11 years have cotinine levels (a biological marker for secondhand smoke exposure) more than twice as high as non-smoking adults.

Poster

(source: <http://www.cancer.org>)



FACT's new campaign for 2011 is Manipulicious

Fond du Lac and North Fond du Lac FACT members were spreading the message this fall to parents and teachers at Parent/Teacher Conferences that Big Tobacco lies to kids by adding delicious flavors to their products; this isn't delicious, it's Manipulicious.



Marquette County FACT members handed out candy with the message that candy flavored tobacco is not a treat it is a trick.

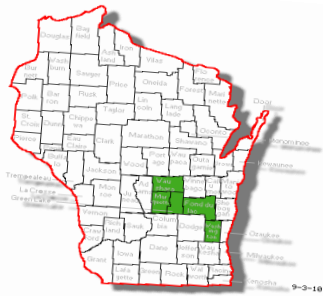


FDL and NFDL FACT youth in conjunction with the Great American Smokeout created a Memory Wall at their schools. Youth from the school wrote messages in memory of lost loved ones due to tobacco use and messages to big tobacco that they would not be tricked by their manipulative tactics.



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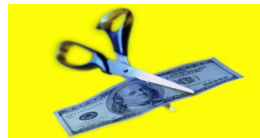
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Bill Introduced relating to purchasing cigarettes and tobacco products on behalf of minors

On September 22, 2011 the Assembly Committee on Public Health and Public Safety held a public hearing on Assembly Bill 93, relating to prohibiting purchase of tobacco products on behalf of, or to provide to, a minor and providing penalties.

2012 Budget for “5 Counties for Tobacco Free Living”



Lead agencies for MJC’s were asked for recommendations by the WI Tobacco Prevention Control Program about the number of jurisdictions to cover in 2012 due to the 22.4% funding cut. Sandy Bernier, Tobacco Control Program Coordinator, reviewed tobacco use rates for the 5 counties, the support from county leadership, and willingness of each county to collaborate on tobacco prevention and control strategies to make her recommendation.

Bernier states, “The 5 counties have worked together and pooled experience and resources in order to accomplish the goals and objectives set by the Centers for Disease Control. With a 22.4% budget cut it is challenging to continue good work; therefore, there will be less resources offered to the county partners. The cuts included WI WIN’s and there will be 63 fewer WI WIN’s checks for the 5 county area which will hurt our tobacco control efforts.”

The coalition will focus more time and effort on those counties that have the larger burden of tobacco. For example, Marquette County’s adult smoking rate is 29.1% and maternal smoking rate is 23.4%, Green Lake County’s adult smoking rate is 24.4% and maternal smoking rate is 18%, Waushara County’s maternal smoking rate is 22.1%. Fond du Lac County’s adult smoking rate is 21.6% and maternal smoking rate is 15.8%. Any county with an adult smoking rate higher than 20% and/or maternal smoking rate higher than 14% will receive priority. Washington County smoking rates are below these priority guidelines; however, they will continue to be a partner and will receive technical support and resources.

As the lead agency, we took on the responsibility to lead even in difficult times, and made the decision to scale back activities versus eliminating a county. With the new tobacco products there are new challenges and the tobacco industry isn’t slowing down their media machine, or their creative tactics to lure new tobacco users into a lifetime addiction. This leaves the role of passionate and dedicated coalition members the strongest defense we have in turning the tide against the ongoing tobacco epidemic.

Candy flavored tobacco products:



Contact Sandy Bernier or Julie Jorgensen if you have a group or know of a group that would like a presentation about the products on the display and other current tobacco prevention initiatives.

Roll Your Own Shops

Roll your own (RYO) shops are popping up throughout Wisconsin. A RYO machine uses pipe tobacco and makes 180-200 smokes in about 10 minutes for around \$30 compared to about \$67 for a carton of name-brand cigarettes. The WI Dept. of Revenue (DOR) sent letters to RYO retailers on September 22 letting them know that certain permits are required for RYO shops. The letter stated that RYO shops are required to acquire these permits before they could continue to use the machines. In Dane County Circuit Court, Judge Juan B. Colas, on October 7 issued a temporary injunction preventing the state from enforcing the notice at least until a hearing on November 23. Pipe tobacco is cheaper than cigarette tobacco; therefore, some may choose these shops instead of making a quit attempt and youth may be attracted to these RYO shops due to the less expensive price.



Tobacco Retailer Compliance Checks

% of sales to minors in each of the 5 Counties Jan. to Oct. 2011

Washington Co.	14%	An overall average of 12% for all 5 Counties
Green Lake Co.	8%	
Fond du Lac Co.	10%	
Waushara Co.	17%	
Marquette Co.	11%	

2 Tobacco Retailers can go to www.smokecheck.org for training for their employees.